

# HOTMESS

LONDON · 2026

## Founding Partner Programme.

Queer-led nightlife infrastructure for London. Six paid tiers + one free Recovery Partner tier. Capped, named, first-in.

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**115 PAID FOUNDING PARTNER SPOTS · 25 FREE RECOVERY PARTNER SPOTS · FOUNDING YEAR = PERMANENT BADGE**

*Founding cohort opens this week. Closes when full.*

## §01 · DEFINITION

# What HOTMESS is.

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HOTMESS is a queer-led platform for the things nightlife was already doing without a platform — finding each other, getting home safe, staying connected to recovery, hearing the right song at the right hour. Our partners are the rooms that already do this work. We make it visible, traceable, and licensable.

## WHAT RUNS THROUGH IT

- Movement.
- Music.
- Recovery.
- Doors.
- People getting home.
- The right song at the right hour.
- Signals from the room that's actually open.
- Care that doesn't disappear at 4am.

## §02 · WHY NOW

### The thing nightlife was already running on.

Across four queer London WhatsApp groups we have direct visibility into, **2,616 active members** are coordinating their nights with their thumbs. Where everyone is. What's on. Whether the guy from last night made it home. They've been running infrastructure with their thumbs because nobody built them a platform. We did. Founding partners are the venues, promoters, retailers, and wellness orgs who go up first — capped, named, on the record.

## DOCUMENTED · FOUR WHATSAPP GROUPS · LONDON

- Flyers in the chat.
- Voice notes at 1am.
- Three people asking who's still out.
- One person asking if somebody got home.
- The infrastructure already existed. It just never had a place to live.

## §03 · WHAT EVERY FOUNDING PARTNER GETS

# Across all six paid tiers.

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**Pin on the Pulse globe**

Your venue / event / shop appears live on the global HOTMESS Pulse map. Visible to every authenticated member in the catchment.

**Beacons**

Time-limited, qualifying drops surfaced to members — product launches, exclusives, capsule collabs, real discounts, anniversary editions. Beacons are signal, not ads.

**Tap-Pack hardware**

NFC tags + QR backup posters. Members tap on arrival → verified check-in for you, Safety Suite primed for them, optional anonymised globe visibility, beacon engagement.

**Licensing Letter (HOTMESS letterhead)**

One-page document on HOTMESS letterhead documenting your participation in the safety network. Useful for licence renewals, insurance audits, and licensing-review portfolios.

**Founding Partner badge**

Permanent. Travels with your partnership year-over-year. Marks you as part of the cohort that went up first.

**Direct line to Phil**

First-name access during onboarding and the founding year. Monthly call for Anchor tier; on-demand for everyone else.

**Safety Suite access**

Your staff get familiarised with The Window, The Exit, The Disappear, and SOS. Tap-Pack check-ins activate the Safety Suite for your members on arrival.

**Founding-year pricing**

Annual or flat fee for the founding year. Locked. Standard pricing announced before renewal with reasonable transition assistance.

## §04 · TIER A

## FOUNDING VENUE

**£250**PER YEAR  
50 spots · ANNUAL

The base founding tier for venues that want to be on the Pulse globe and in the network. The most-named tier on opening night.

## INCLUDES

- Standard globe pin (gold, steady).
- 2 beacons per quarter (8/year).
- Tap-Pack: 1 NFC tag + 2 QR backup posters.
- Licensing Letter on HOTMESS letterhead.
- Founding Partner badge.
- Direct line to Phil on demand.
- Anonymised footfall reporting (quarterly).

**Best for:** Independent queer-led venues, small bars, residencies, club nights with a permanent room.

§05 · TIER B

**FOUNDING SIGNAL****£500****PER YEAR**  
25 spots · ANNUAL

The mid-tier. For venues + promoters who want the globe to read them as a signal, not just a dot. Doubled beacon allocation, pulsing pin, extra hardware.

**INCLUDES**

- Pulsing globe pin (gold, shimmer animation).
- 4 beacons per quarter (16/year).
- Tap-Pack: 2 NFC tags + 4 QR backup posters.
- Licensing Letter on HOTMESS letterhead.
- Founding Partner badge.
- Direct line to Phil on demand.
- Anonymised footfall reporting (quarterly).
- Cross-promotion across HOTMESS Radio.

**Best for:** Established queer venues, larger bars, promoter collectives with regular nights, sex-positive event series.

## §06 · TIER C

## FOUNDING ANCHOR

**£1,000**

PER YEAR

10 spots · ANNUAL · EXCLUSIVITY

The flagship tier. Persistent named label on the Pulse globe, postcode exclusivity for the founding year, and a co-branded Tap-Pack. The tier coroners, councillors, and licensing officers see first when they ask 'what is this network?'

## INCLUDES

- Persistent named globe label (gold, ripple animation).
- 8 beacons per quarter + 1 reserve flagship beacon (33/year).
- Co-branded Tap-Pack with your venue's mark.
- HNH MESS launch pack (12-bottle premium intimate-wellness line).
- Monthly direct call with Phil.
- Bespoke Licensing Letter on HOTMESS letterhead, tailored to your licence type.
- Postcode exclusivity — no competing Anchor in your postcode for the founding year.
- Featured on HOTMESS Radio cross-promo schedule.
- Founding Partner badge — flagship variant.

**Best for:** Landmark venues, multi-room operators with a single flagship site, anchor tenants of a queer-nightlife district.

§07 · TIER D

**FOUNDING PROMOTER****£350****FLAT**  
15 spots · FLAT

For promoters who run unlimited events across multiple venues. The pin moves with the night. Portable NFC fob + QR posters travel.

**INCLUDES**

- Movable globe pin — points at tonight's venue.
- Unlimited events (no per-event ceiling).
- Portable NFC fob (clip / lanyard) + 4 QR backup posters.
- 4 beacons per quarter (16/year).
- Licensing Letter on HOTMESS letterhead.
- Direct line to Phil on demand.
- Cross-promotion across HOTMESS Radio.

**Best for:** Promoters and event collectives. Pop-ups, takeovers, anniversary parties, multi-venue residencies.

§08 · TIER E

**FOUNDING CHAIN****£750**PER YEAR · BASE  
5 spots · ANNUAL · MULTI-SITE

Multi-site operator partnership. Base covers 3 locations; +£200 per additional location. Pooled beacons. Designed for groups with more than one site that want to be on the globe as a single brand.

**INCLUDES**

- Pins at every covered site (gold, steady).
- Pooled beacon allocation: 12 beacons/quarter for 3 sites, +2/quarter per additional site.
- Tap-Pack: 2 NFC tags + 4 QR backup posters per site.
- Licensing Letter on HOTMESS letterhead.
- Direct line to Phil on demand.
- Anonymised footfall reporting across all sites (quarterly).
- Founding Partner badge — multi-site variant.

**Best for:** Multi-site bars, sauna groups, regional chains, hospitality groups with more than one queer-led venue.

§09 · TIER F

**FOUNDING WELLNESS****£400****PER YEAR**

10 spots · ANNUAL · RECOVERY-AWARE

For wellness-adjacent partners: harm-reduction services, sexual-health providers, recovery-network-adjacent organisations who want a Pulse pin in a register that reads as care, not nightclub. Calm visual signature.

**INCLUDES**

- Calm globe pin (muted, recovery-aware visual).
- 1 NFC tag + 1 QR backup poster.
- Licensing Letter on HOTMESS letterhead.
- Direct line to Phil on demand.
- Anonymised engagement reporting (quarterly).
- Cross-listing in the HOTMESS Recovery view (alongside free Recovery Partners).

**Best for:** Wellness providers, queer-led sexual-health services, harm-reduction collectives, recovery-adjacent organisations that want partner visibility without being clinical.

*The Wellness tier is paid by choice — it sits alongside the free Recovery Partner tier (§11). Recovery Partners pay nothing; Wellness Partners pay to be visible in the partner network at the same care-aware register.*

## §10 · RECOVERY PARTNER TIER

# Free. Forever. No paid tier.

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HOTMESS is a queer nightlife platform that takes recovery seriously enough to never charge for it. The Recovery Partner tier is free, forever — for queer recovery, harm-reduction, and mental-health organisations. No application fee, no upsell, no data extraction, no conditions beyond a one-page mutual commitment letter.

### WHAT RECOVERY PARTNERS GET

- Persistent listing on the HOTMESS Recovery view.
- Calm globe signature for recovery-mode users.
- Searchable meeting schedules integration (Q3 2026 — CMA, SMART, AA, NA, queer-specific).
- Direct line to Phil for anything you need.
- Your team consulted on UX decisions affecting recovery presentation.
- Quarterly transparency report on what we did with the relationship.

**Cap: 25 free Recovery Partner spots in the founding cohort.** Outreach is in progress. We won't list any organisation until they've explicitly said yes — that's the whole point of how we built this. To opt in: [care@hotmessldn.com](mailto:care@hotmessldn.com), reply within 48 hours with the commitment letter.

## §11 · PRICING SUMMARY

# Six paid tiers + one free care tier.

TIER	PRICE	PERIOD	CAP	REGISTER
Founding Venue	£250	/year	50	Nightlife
Founding Signal	£500	/year	25	Nightlife
Founding Anchor	£1,000	/year	10	Nightlife · flagship
Founding Promoter	£350	flat	15	Nightlife · portable
Founding Chain	£750	/year + £200/extra site	5	Nightlife · multi-site
Founding Wellness	£400	/year	10	Care-aware (paid by choice)
Founding Recovery	Free	forever	25	Care
<b>TOTAL</b>			<b>140</b>	<b>115 paid + 25 free</b>

**VAT:** Smash Daddys Ltd is currently below the UK VAT threshold. Invoices reflect this. If we register, future invoices include VAT and partners are notified.

**Payment:** Stripe Checkout. Card or invoice. GBP. Receipt issued immediately. Welcome Portal activates within 24 hours; Pulse pin appears within 48 hours.

**Refunds:** 14-day full refund from purchase as long as the Welcome Portal has not been activated. Post-activation refunds at our discretion — we're always reasonable.

## §12 · THE SAFETY SUITE

# Live today. Not roadmap.

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HOTMESS ships with a working harm-reduction safety suite. Not a roadmap promise — real infrastructure operating now. Founding partners receive a Licensing Letter on HOTMESS letterhead documenting your venue's participation. Useful for licence renewals, insurance audits, and demonstrating proactive harm-reduction infrastructure.

**Silent SOS**

One-tap emergency signal. Trusted contacts receive SMS via Twilio within seconds. 3-second hold-to-fire — accidental presses commit zero rows.

**Fake Call (The Exit)**

Simulated incoming call to escape uncomfortable situations. No internet required. No notification fired.

**Check-in Timers (The Window)**

User sets a return-by time. If they don't dismiss, trusted contacts get alerted.

**Help Beacon (The Disappear)**

Privacy-protected globe-anchored signal. Visible to trusted contacts and venue staff if user opts in. Strongest privacy posture short of account deletion.

**Trusted Contacts**

User-managed, GDPR-by-design, consent-first. Per-channel opt-out per contact.

**Live Location share**

Bounded-window precise location to a specific trusted contact. User-initiated, time-limited.

*Location is shared as anonymised coordinates — precise enough to help, but with no reverse lookup to addresses or venue names. Users control precision in settings. Trusted contacts can see where but never where, by name of place. GDPR Article 5 data minimisation built into the architecture.*

### §13 · BEACONS

## When commerce becomes a signal, not noise.

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Beacons are time-limited, qualifying drops that surface on the Pulse globe. They appear because they're real — not because someone paid for an ad slot.

### QUALIFYING CRITERIA

1. New product launch — first time shipping.
2. Sale or discount — meaningful percentage off ( $\geq 15\%$ ), real end date.
3. Exclusive / limited drop — capsule, collab, anniversary edition.
4. Founding-partner exclusive — HOTMESS-member-only offer.
5. Event tie-in — pop-up, residency, anniversary, takeover.

Beacons ship within 10 working days of founding-partner signup. Partners sold the feature in week 1 are first to use it. Quarterly allocations roll if unused (capped at 2x quarterly cap to prevent end-of-year flooding).

### §14 · TAP-PACK

## Your door becomes physical infrastructure.

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Every founding partner receives a HOTMESS Tap-Pack — NFC tags and QR backup posters. Users tap their phone on arrival. What happens:

1. **Verified check-in** for the venue — you get the data (anonymised aggregate, per docs/founder/legal/data-retention.md).
2. **Safety Suite primed** for the user — their trusted contacts can locate them if they enable the Help Beacon.
3. **Globe visibility** if the user opts in — your venue lights up with real-time presence.
4. **Beacon engagement** — if you've dropped a beacon, users see it surfaced contextually on arrival.

Tap-Pack ships within 14 working days of founding-partner signup. Anchor tier receives co-branded NFC tags plus the HNH MESS 12-bottle launch pack.

## §15 · ONBOARDING TIMELINE

# From payment to live pin in five steps.

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## 01. Pick a tier

Six tiers, each capped. Read this PDF. Decide. Email vendors@hotmessldn.com if you want a 20-minute call before paying.

## 02. Stripe checkout

Card or invoice. GBP. Receipt issued immediately. Mutual commitment letter v1 acceptance recorded as Stripe metadata next to the receipt.

## 03. Welcome Portal activates

Within 24 hours of payment clearing. Confirms your tier, lists onboarding next steps, includes your Letter of Partnership.

## 04. Tap-Pack ships

NFC + QR hardware in the post within 5–14 working days depending on tier. Anchor co-branded packs add 2–3 days for print.

## 05. Pin goes live

Within 48 hours of funds clearing. Beacons unlocked. Licensing Letter emailed. You're on the globe.

Founding-partner status is recognised as **permanent**. After year 1, the relationship continues at standard rates (announced in advance), but your founding designation, badge, and Welcome Portal access stay. Tier benefits continue unless we substantially change the offering — in which case we notify you with reasonable transition assistance.

## §16 · MUTUAL COMMITMENT LETTER · v1

# What both sides sign.

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Every founding partner accepts the mutual commitment letter at Stripe checkout. Acceptance is recorded as Stripe metadata `commitment_letter_v1_accepted: true` on the payment intent — durable next to the receipt. The letter is doctrinal, not a contract. It names what we will and won't do with the partnership.

1. The partner is named on HOTMESS surfaces only with their explicit consent.
2. HOTMESS does not aggregate, sell, or licence partner data to third parties.
3. The partner may withdraw at any time with 7 days written notice.
4. The partner's premises (where applicable) are added to the Pulse globe only after the partner has reviewed the geographic representation.
5. The Tap-Pack hardware remains the partner's to use; HOTMESS does not remote-disable it short of a serious safety breach.
6. The Founding Anchor postcode-exclusivity commitment is honoured for the founding year.
7. The Licensing Letter on HOTMESS letterhead is for the partner's licensing-review use; HOTMESS does not register it as a regulatory filing.
8. The partner agrees not to misrepresent the HOTMESS relationship (no "official partner of X" claims beyond what's been signed).
9. Disputes are resolved first by direct conversation; escalation to a mutually-named third party only after good-faith conversation fails.
10. Either party may renegotiate the relationship at the end of the founding year; the founding badge + permanent status survive renegotiation.

## §17 · DOCTRINE EXTRACT — ANTI-SURVEILLANCE

# What we refuse to build.

HOTMESS users are queer Londoners. Queer Londoners are surveilled — by states, by police forces, by ad networks, and by extractive platforms that treat queer presence as a market to mine. The anti-surveillance doctrine is the load-bearing legal-and-ethical posture that prevents HOTMESS from joining that list.

- We do not infer anything we don't need.
- We do not aggregate to outsiders. No raw user data, no behavioural derivative, no inferred attribute goes to a third party without explicit per-user consent.
- We do not retain by default. Logs expire. Beacons expire (24h). Location is anonymised on capture, never reverse-lookupable to addresses.
- We name what we collect plainly. Privacy policy in plain English, lists every field, every vendor, every retention window.
- We refuse the trade. Offers from ad-tech, attribution platforms, and engagement-intelligence vendors are declined on the record.

*Founding partners receive a quarterly transparency report listing every vendor that touches their data, what was retained, and what was deleted. Full doctrine: docs/founder/legal/anti-surveillance.md (public after launch).*

## §18 · GET IN TOUCH

# Talk to a human first.

Founding-partner status carries a Licensing Letter and postcode commitments. We'd rather you book twenty minutes than guess.

<b>Partnership enquiries</b>	vendors@hotmessldn.com
<b>Call request</b>	vendors@hotmessldn.com — subject 'Founding Partner — Call request'
<b>Care / recovery partners</b>	care@hotmessldn.com
<b>Compliance / data</b>	compliance@hotmessldn.com
<b>Founder direct</b>	phil@hotmessldn.com
<b>Live homepage</b>	hotmessldn.com (Founding cohort opens this week)
<b>Application</b>	hotmessldn.com/partners/apply

*In memory of **DJ Lee Harris** — co-founder, in spirit. HOTMESS exists in part because of the silence around what he was going through, and the silence around the days that followed.*

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